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62.97

1914

**WHOLESALE**  
**PRICE LIST**

**FALL OF 1914**

**TOOLE'S**  
**HARDY**  
**PLANTS**

**W. A. TOOLE**  
**Wholesale Grower of**  
**Hardy Plants**

**Baraboo, Wisconsin**

# ANNOUNCEMENT

On July first, 1914, I bought a controlling interest in the business of William Toole & Son, Pansy Specialists, Baraboo, Wis. After Jan. 1, 1915, the two businesses will be combined and conducted under the firm name of William Toole & Son. The combination gives added facilities to enable the production of the finest pansies and the highest grade of hardy plants.

I have been brought up in the business and I assure our customers the same careful attention that it has always been our rule to give.

## Toole's Hardy Plants

Most perennial plants do as well or better planted in the fall as in the spring. Some of the hardy plants are much used for forcing, such as Coreopsis, Canterbury Bells and Memorial Daisy.

I grow only the varieties that are best suited for general planting and as I grow large quantities of each I am able to offer them at very low prices for the strong plants I send out. I guarantee safe arrival in good condition of all plants that I ship. If for any reason you are not satisfied, return the plants at once at my expense and I will return your money. I am in the business to stay and believe in sending out only plants of high quality. Owing to the many conditions beyond my control after they leave my hands I cannot guarantee any plants further than stated above and will not be liable for a greater amount than the original cost of the plants.

All stock sent out is strong transplanted plants that will blossom next year.

Address orders to

W. A. TOOLE,

Baraboo, Wis.

Wholesome Grower of Hardy Plants.

## List of Varieties

*Achillea Ptarmica*, The Pearl. Very hardy Double white flowers. Good for cutting.

*Anchusa Italica*, Dropmore variety. Gentian blue flowers. 60c per doz. \$4.00 per 100.

*Aquilegia Coerulea*. Colorado State Flower. Long spurred blue and white. 60c per doz. \$4.00 per 100.

A. Kelways Long Spurred Hybrids. 60c per doz. \$4.00 per 100.

*Aster Novae Angliae*. One of the showiest of the Michaelmas Daisies. Flowers vary from purple to red. Blossoms August and September. *Boltonia asteroides*. White flowers like wild asters.

—*lastisquma*. Pinkish lavender flowers.

*Campanula Medium*. Canterbury Bells. Biennial. Forced in winter as well as much admired in garden. Either cup and saucer or common varieties in white, pink, blue or mixed colors.

*Campanula Persicifolia*. Peach bells. Perennial. Blue and white mixed. Very fine for cutting. 50c per doz. \$4.00 per 100.

*Chrysanthemum Latifolium*. This daisy has flowers much like the Shasta Daisy but the plant is more upright in growth and the stems are stiffer. It is also taller. Fine for summer cut flowers.

*Chrysanthemum Leucanthemum* var. Shasta Daisy "Alaska". This well known daisy has been too much advertised to need description. Good plants from the best strain of seed.

*Chrysanthemum Leucanthemum* var. Memorial Daisy. This is often in bloom at Memorial day, hence the name. This variety forces readily in the greenhouse and is a money maker for the florist. If benched after the 'mums are out of the way it will blossom in early March. Planted in the gardens outside, this variety with the Shasta, *Latifolium*, and

- Arctic daisies furnish a continuous supply to cut, from last of May to frost.
- Coreopsis Lanceolata*. Rich golden yellow flowers. From last of June till frost. Easy to grow. Sometimes forced for winter cut flowers.
- Delphinium Belladonna*, or everblooming larkspur. Turquoise blue flowers. Best for cut flowers. 75c per doz. \$5.00 per 100.
- Chinese. Finely divided foliage with gentian blue flowers.
- Chinese album. A white form of the above.
- Formosum. Dark blue with white center. 60c per doz. \$4.00 per 100.
- Gold Medal Hybrids. Various shades of blue. Very fine. 60c per doz. \$4.00 per 100.
- Dianthus Barbatus* or Sweet William. Single or double flowered in a fine mixture of many shades.
- Digitalis* or Foxglove. 4 ft. A favorite old-fashioned flower. Mixed colors.
- Gaillardia grandiflora* or Blanket Flower. Crimson, orange and vermillion; fine for cutting. Blossom from June on.
- Gypsophila paniculata* or Baby's Breath. Fine gauze-like white flowers. Very good cut in combination with other cut flowers.
- Helianthus* or Perennial sunflower. I offer the two best varieties of single or semi-double flowered kinds. These are very good for mass effects or for cut flowers. Miss Mellish blossoms in August and September and Wolley Dodd is a couple of weeks later, blooming during September. Divisions. 30c per doz. \$2.00 per 100.
- Heliopsis pitcheriana*, Orange sunflower.
- Hollyhock. A majestic plant that is a favorite with all. Double and single mixed, or double in separate colors of white, rose, red, maroon and pink.
- Lobelia cardinalis*, or cardinal flower. Rich cardinal red flowers. 75c per doz. \$5.00 per 100.
- Lychnis chalcedonica*. Heads of bright scarlet flowers. Blossoms in June and July.



*Papaver orientale* or Oriental Poppy. Enormous scarlet flowers.

*Penstemon barbatus Torreyi*. Scarlet flowers, good for cutting or for hardy border.

*Physostegia virginica*. 3 ft. Bright soft pink. Good for cutting.

*Pyrethrum hybridum*. Daisy-like flowers in mixed colors of white, pink, and crimson. Blossom in June. Good for cutting.

*Pyrethrum uliguosum* or Giant Daisy.

Tall white daisy. Blossoming in September.

### PRICES FOR FALL DELIVERY

Except where otherwise noted the prices are:—

50c per dozen, \$3.00 per 100, \$25.00 per 1000.

3 at dozen rates, 25 at rate per 100, and 250 at rate per 1000. 5 per cent discount for cash with order or 30 days time to parties with approved credit.

Address orders to

**W. A. TOOLE**

**Baraboo**

**Wis.**

**Wholesale Grower of Hardy Plants**

## TOOLE'S FAMOUS PANSIES

William Toole & Son are pioneers in the raising of high grade pansy seed in America. Repeated trials have proven that our home grown seed is superior to foreign seed in strength of germination and sturdiness of plants. Our long experience with both retail and wholesale trade in pansy seeds and plants has given us the knowledge of what American people want. That is why Toole's mixtures are so popular with florists who want high quality and the correct proportions of the different colors. We grow the different varieties separately and combine them in the proportions that our long experience has shown will be most called for by the general public. Our fields are thoroughly rogued and we never harvest a seed of the heavy seeding, washy colored, cheap looking kinds.



### **Hesperian Strain.**

This contains only the very choicest varieties in all the different colors. Many of these are shy seeders. We recommend our Hesperian Strain to those having a very critical trade. Pkt. 25c; Trade pkt of 1000 seeds, 50c;  $\frac{1}{8}$  oz. \$1.00;  $\frac{1}{4}$  oz. \$1.75; Ounce, \$6.00.

### **Toole's Giant Prize Strain.**

Contains the finest of the Giant varieties including foreign novelties and kinds of our own introduction. It contains the correct proportions of the different colors for general sale. We pride ourselves on this strain which contains only flowers of rich coloring, large size and good texture, Pkt. 20c; Trade pkt of 1000 seeds 40c;  $\frac{1}{8}$  oz. 90c;  $\frac{1}{4}$  oz. \$1.50; Ounce, \$5.00.

### **Selected Mixed**

A mixture of about equal amounts of the nearly one hundred varieties that we grow. This is a very satisfactory mixture and one that we have offered for many years. Pkt. 15c; 1000 seeds, 30c;  $\frac{1}{8}$  oz. 70c;  $\frac{1}{4}$  oz. \$1.20; Ounce, \$4.00.

### **Extra Choice Mixed**

A very good low priced mixtures. It contains no poor flowers but is not so choice as the other mixtures we offer. Pkt 10c; 1000 seeds, 20c;  $\frac{1}{8}$  oz. 50c;  $\frac{1}{4}$  oz. 90c; Ounce, \$3.00.

**W. A. TOOLE**

**Baraboo, Wis.**

